GOVERNMENT LIES EXPOSED

PROTECT YOUR 401(K) OR IRA FROM THE BIG GOVERNMENT LIES ABOUT INFLATION
Walter J. “John” Williams is a leading statistician who has forever changed the way we look at inflation. The quality of government reporting has deteriorated sharply in the last couple of decades and John works to provide transparency into the reality of our economy. John has multiple degrees in Economics including an M.B.A. from Dartmouth’s Amos Tuck School of Business Administration in 1972 (where he was named an Edward Tuck Scholar), and he has worked for decades as a consulting economist for individuals as well as Fortune 500 companies.
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INFLATION
WHY THE GOVERNMENT LIES TO YOU

Before we explain what the government is up to - you need to know why this is so important to you and your family.

“Inflation” is one of those words that is used all the time on the TV news, and in the financial press. We all know, vaguely, what it means – but when it comes to more complicated explanations our eyes tend to glaze over - and we just nod politely.

What we hope to do here, is tell you the full story of inflation, and why the government is withholding vital information from you. Information which can harm you - badly.

At the moment, inflation is declared as running at 2.2%, according to the Bureau of Labor Statistics, when in reality, it is between 7% and 9%. In fact - in September, it hit 10% - although this could be a temporary spike.

This report will give you the background to understanding this difference. Reading it is probably the most important 10 minutes or so you will ever spend. So find a comfy chair and put those glasses on.
Let's start with this chart - it shows the value of different currencies throughout the world from 1900. As the years have progressed you can see the value of every single global currency has fallen, to the point where, today, all currencies are relatively worthless.

The yellow line represents the value of gold - notice anything different?

This is inflation!

Let's start with a real-life example to show you how this works.

Imagine buying a loaf of bread in 1900. That loaf would have cost you, say, 10 cents, back then.

This same loaf today would cost you around $2.70. Now imagine you paid for that loaf with gold rather than dollars. Gold was worth $20.67 an ounce in 1900 so the bread would have cost .004837th of an ounce of gold.

The gold price today is around $1,300 - so .004837th of an ounce would be worth $6.30. If you bought that same loaf today, then, with that same amount of gold, you would get $3.60 change IN your pocket - instead of being $2.60 OUT OF pocket.
This is the effect of inflation in reality. That difference of $6.20 is why the country is in the mess it’s in.

The value of money has declined – but the value of gold has increased.

Money, or currency, can be debased or printed - and has been over the years. Most of us have seen pictures from Germany prior to World War II where people were exchanging whole wheelbarrows of paper money for a loaf of bread.

This is where the term “inflation” is confusing - it actually describes a “decrease,” or devaluation, in the value of paper (or fiat) currency - not a rise.

Inflation is a complicated subject and a highly specialized area of economics, so we have engaged John Williams, of ShadowStats.com, a leading statistician and commentator on finance and economics, to write this e-book for you.

What John doesn’t know about this subject is not worth knowing. Over the decades, he has given well over 1,000 presentations on the economic outlook, or on approaches to analyzing economic data, to clients—large and small—these have included talks to members of the business, banking, government, press, academic, brokerage and investment communities. He has also given testimony on economic issues before Congress.

INFLATION NUMBERS NO LONGER REFLECT COMMON EXPERIENCE:
UNDERSTATING THE RISING COSTS OF MAINTAINING A CONSTANT STANDARD OF LIVING

By John Williams, ShadowStats.com

Physical Gold Preserves the Purchasing Power of Your Assets, Irrespective of Inflation-Reporting Issues. Public opinion in recent years has suggested that most people do not believe the U.S. government’s headline inflation numbers. The popular view is that the headline Consumer Price Index (CPI) understates the pace at which domestic prices are rising. Based on the common personal experience—the way most people view inflation—the public is correct.

What has happened was the government found in 1980s and 1990s that it could get away with reducing the headline inflation rate, by redefining how it was measured. Changes in the 1980s were without much fanfare, but those in the 1990s were discussed openly before the public. Yet, even the latter redefinitions went unchallenged, perhaps because they had the support of the academic community. The practical, prior reporting of headline inflation detail, which had reflected common experience, had been based on definitions and practices in place going back literally centuries.

The problem for the average person now is that present-day official inflation numbers no longer reflect common experience. Once the changes and new definitions were introduced, new headline inflation detail out of the government continued to weaken over time, versus common experience. At present, many people look at the current headline inflation as being shy of reality by at least three-to-five percentage points, which actually is somewhat shy of the full magnitude of those effective revisions.
“Held over time, physical gold not only consistently has preserved the purchasing power of one’s assets and wealth against headline CPI inflation, but also has preserved that purchasing power against the stronger inflation broadly and commonly experienced by the public.”

Why would the government want to reduce headline inflation? Simply put, that helped to reduce the government’s headline budget deficits, lowering such expense items as cost-of-living adjustments for people on Social Security. Those changes could be made, without anyone in Congress having to make a politically impossible direct vote to reduce Social Security payments.

With cost-of-living adjustments, both public and private, and with investment-growth targets often set against the official headline CPI detail, increasingly common experience has reflected declining standards of living for the public. On the investment front, one bright element, however, has been the long-term performance of the price of gold. Held over time, physical gold not only consistently has preserved the purchasing power of one’s assets and wealth against headline CPI inflation, but also has preserved that purchasing power against the stronger inflation broadly and commonly experienced by the public.

The story that follows reflects material I have written over the years for my website, www.ShadowStats.com — John Williams, Economist.

Many of us have watched the inflation figures on TV and wondered how - if the price of gas has gone up 6%, along with milk, and water, and everything else - the inflation rate could be 2%. The answer is simple. Governments have moved the goalposts. They have done this to make their monetary policies look effective, and to reduce the social security and medicare payments - reductions they would never get away with in Congress.
REAL-WORLD INFLATION EXPERIENCE VERSUS ACADEMIC THEORIES AND POLITICAL GIMMICKS

Over the last four decades, a growing gap has been obvious between government reporting of inflation, as measured by the Consumer Price Index (CPI), and much-higher public perceptions of actual inflation, perceptions that once tended to mirror the official inflation experience as seen reflected in the government’s formal CPI reporting.

The growing difference in perception versus headline detail primarily is due to changes made over time as to how the CPI is calculated and defined by the government. Specifically, changes in CPI definition related methodology since 1980 have reflected theoretical constructs offered by academia that have little relevance to the real-world use of the CPI by the general public.

Importantly, the public usually has not been aware of or understood these changes.

Over the last 40 years, governments have latched on to academic theories to try to hoodwink the public into thinking inflation is far lower than it is. The use (and abuse) of the CPI (Consumer Price Index) is the most obvious example - and the one we examine here.
WHAT THE PUBLIC LOOKS FOR IN AN INFLATION MEASURE

Individual need for and use of a CPI measure generally is tied to personal financial decisions or planning, in terms of wage or income growth/adjustments, contract or benefit price adjustments and/or in terms of targeting financial returns that would stay ahead of inflation.

Accordingly, individuals have looked to the government’s CPI as a measure of the cost of living of maintaining a constant standard of living, as well as measuring that cost of living in terms of out-of-pocket expenses. Without meeting those parameters, an inflation measure has limited, if any, practical use for the individual.

Where the CPI at one time met those parameters desired by the public, government efforts turned the CPI away from measuring the price changes in a fixed-weight basket of goods and services, to a quasi-substitution-based basket of goods, which destroyed the concept of the CPI as a measure of the cost of living of maintaining a constant standard of living.

Separately, the use of hedonic-quality modeling in adjusting the prices of goods and services destroyed the concept of the CPI as a measure of out-of-pocket expenses, again, beginning in the 1980s. Estimated by computer models, hedonic adjustments altered inflation accounting for nebulous quality changes that could not otherwise be measured directly, and/or that commonly were not recognized by consumers, with the general effect of unperceived or not measurable “higher technical quality” lowering the headline CPI inflation.

A prime example of an early hedonic adjustment was a circumstance where the federal government mandated reformulated gasoline to improve air-quality standards. The resulting gasoline price hike was not included in the headline CPI of the time, due to “improved” quality.

Planning anything needs accurate, reliable figures. Having false information is pointless - it is like having a compass pointing in the wrong direction - you just get hopelessly lost. Successive US governments have changed the makeup of items that make up the index - so now we are comparing grapes with apples. You think you are staying ahead of inflation by filling your basket with apples - and end up with half a basket of grapes. These government lies are now being exposed.


In the first half of the 20th century, though, the concept of a “constant level of satisfaction” evolved in academia, as a “true cost of living” concept. The general argument was that changing relative costs of goods would result in consumer substitution of less-expensive goods for more-expensive goods. Allowing for a substitution of goods within the formerly fixed basket, the maximization of the “utility” of money held by consumers would allow attainment of “constant level of satisfaction” for the consumer. This type of inflation-measure is more appropriate for the GDP concept—where it is used—measuring shifting weightings with actual consumption, rather than with the fixed weightings needed to assess the costs of maintaining a constant standard of living.

The changing costs of maintaining a constant standard of living were measured by pricing out a fixed-basket of goods and services—same components, same weighting—period after period. Whatever the percentage change was in the cost of that basket of goods, that was how much income would have to rise in order for someone to maintain a fixed- or constant-standard of living over the given period. At least it was a reasonably consistent approximation of same.

Tracking changes in the cost of a fixed-basket of goods was the approach to estimating inflation, or the cost of living, going back to at least the 1700s. Prior to 1945, the fixed-basket CPI tracked by the U.S. government even was known as the Cost of Living Index.

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**Tastes and fashion change over time. This makes comparing a family’s daily needs in 2018, different from those in 1968. For example, do you include mobile phones? They are a household expense now - but did not exist back then. To compare properly, the goods included must be consistent and properly measureable.**
Where the substitution-based approach was viewed as impractical for a consumer price index, the fixed-basket approach remained the preferred inflation measure. The academic thinking in this area remains divided, even today. The constant-level-of-satisfaction approach was contrary to the concept of measuring the cost of maintaining a constant-standard-of-living. In the extreme current circumstance, where the average household cannot stay ahead of even official CPI inflation, consider that shifting household preferences from more-expensive to less-expensive products is forced by limited income, or by having to shift consumption patterns just to cover necessities.

Maintaining a constant-standard-of-living means being able to consume the same goods in the same quantity, without having to trade-off living quality versus price, being able to buy needed gasoline, for example, without having to cut back on food quality. While the average consumer may not be able to maintain his or her current standard of living, at the moment, it still is of significant value to know what is needed in income growth in order to offset the decline in the standard of living due to actual inflation.


Experts, statisticians, politicians, public servants, and economists all disagree about what should be included in the basket. This is the perfect excuse for massaging the figures to the downside.
THE WAY THE POLITICIANS WANTED IT

In the early-1990s, political Washington successfully moved to change the nature of the CPI. The contention was that the CPI overstated inflation (it did not allow substitution of less-expensive hamburger or chicken for more-expensive steak). Both sides of the aisle and the financial media touted the benefits of a “more-accurate” CPI, one that would allow the substitution of goods and services. The plan in reality was to reduce the cost-of-living adjustments for government payments to Social Security recipients, etc.

Federal Reserve Chairman Alan Greenspan was very clear as to how changing or “correcting” the CPI calculations would help to reduce the deficit. As described at the time by Robert Hershey of the New York Times, “Speaker Newt Gingrich, Republican of Georgia, suggested this week that fixing the [CPI] index, with its implications for lower spending…"

Governments linked their payouts of social security and pensions to the consumer price index. Then, by making out that inflation was, say, only 1%, they only had to raise payouts to this level. People started going backwards - the payments did not keep up with the cost of the goods.

[Social Security, etc.] and higher revenue [tax bracket adjustments], would provide maneuvering room for budget negotiators…”1 Alan Greenspan, chairman of the Federal Reserve, is among the other Government officials who have spoken optimistically about financial benefits of a more accurate [CPI] index … [E]conomists believe one of the most important [CPI upside biases] is when consumers shift their buying patterns in response to changing prices, substituting one product for another.

The [CPI] index is based on a fixed market basket of goods and services. But, for example, if the price on an item like steak gets too expensive, consumers may switch to hamburger.” ¹ So much for the concept of maintaining a constant standard of living.

MAINTAINING A CONSTANT STANDARD OF LIVING VERSUS SUBSTITUTION IN CPI

• Since the 1700s, consumer inflation had been estimated by measuring price changes in a fixed-weight basket of goods, effectively measuring the cost of living of maintaining a constant standard of living.

• Allowing substitution of lower-priced and lower-quality goods in the basket (i.e. more chicken when steak prices rise) lowered the reported rate of inflation versus the fixedbasket measure.

• BLS introduced: Geometric weighting—a purely a mathematical gimmick that automatically reduced the weightings of goods rising in price, and vice versa—it had no demonstrated relationship to consumer substitution of goods based on price changes. It was explained as a surrogate for a substitution measure.

• BLS introduced: More frequent re-weightings of the CPI index from every ten years to every two years, which moved the CPI closer to a substitution-based index, but the change was not considered a change in methodology.

• BLS introduced: Ongoing re-weightings of sales outlets (discount/mass-merchandisers versus Main Street shops), also moving closer to a substitution-based index and creating other constant-standard-of-living issues.

• BLS introduced the Chained C-CPI-U, a fully substitution-based price index, which is planned as the basis for cost-of-living adjustments in the not-too-distant future.

¹ Ibid.
OUT-OF-POCKET EXPENSES VERSUS NEBULOUS QUALITY (HEDONIC) ADJUSTMENTS

• Traditionally, what a consumer paid out-of-pocket for goods and services reflected adjustments for quality changes that could be directly quantified in a monetary sense.

• The BLS expanded quality adjustments to include the concept of “hedonic” quality adjustments, altering the pricing of goods and services for computer-estimated, nebulous quality changes that often were not viewed or recognized the consumer as desired improvements.

• Where the quality of a product was deemed by the government to have improved (the usual circumstance), prices in the CPI calculations were adjusted lower to offset the perceived but not otherwise recognizable higher quality.

• Usually, though, the purchasing consumer only had the option of paying out-of-pocket the full price for the product, again with little or no concept of the quality improvement being acquired and/or having no chance to opt out of paying for the improvements.

The BLS (Bureau of Labor Statistics) is the government department that oversees the release of inflation statistics, and puts them out to the public. Over the years, in league with politicians and administrators, they have created some very fancy concepts, and terms, to explain the massaging of the figures.

CHART 1: CONSUMER INFLATION (1665 TO SEPTEMBER 2017) VERSUS GOLD
WHAT THE CHANGES DID TO INFLATION

I have reverse engineered the effects of the announced- and quantified-definitional changes made to the CPI since 1980, as estimated by the ShadowStats Alternate Inflation Measure, plotted as the blue line in the accompanying graph. As of September 2017, the various changes to CPI methodology had had the aggregate impact of reducing the headline CPI-U inflation by 7.8 percentage points from what it would have been otherwise, although common experience appears to be in more in the 3-to-5 percentage point range.

Using the higher, calculated ShadowStats inflation estimate, however, that level of commonexperience inflation still has been covered, consistently over time, by the holding of physical gold. Reflected in the accompanying graph, holding of physical gold (price reflected by the gold line, which has overlapped the ShadowStats inflation of the blue line, in the last several years), will tend to preserve the purchasing power of your assets over the longer-term, against not only the headline CPI inflation (red line), but also against the ShadowStats estimate (blue line).

The three lines on this Chart 2 show; the government’s figures in red, what John considers to be the true figure in blue, and what gold has done during the same period. This graph is indexed based - so it is multiples of 100 - this is the base figure for the years 1982 to 1984. What it, basically shows, is that gold has outpaced both measures of inflation - even with the recent reversal – it is still matching it.

CHART 2: CONSUMER INFLATION (1665 TO 2017) VERSUS GOLD

Chart 2 above is exactly the same as chart 1 above – but this one is shown on a logarithmic scale – this makes the anti-inflation effect of gold even clearer.
You can see from this graph that even though gold has fallen back to the rate of inflation on occasions – it has never fallen below. This effect is especially pronounced when looking at the government CPI – the red line.

Against, what we consider to be, the real rate of inflation – the blue line – gold has outperformed it or stayed parallel with it. We view the more recent dip – circled here in green - as the best buying opportunity for gold in years. On past performance gold will rise above inflation again.

**TABLE 1: HISTORICAL COMPARISONS OF INFLATION MEASURES AND HEDGES (1914 TO DATE)**

<table>
<thead>
<tr>
<th>Change in Purchasing Power of the U.S. Dollar Through September 2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Versus 1914 (Year the Federal Reserve FRB became active), 1933 (Year that Roosevelt abandoned Domestic Gold Standard), 1970 (Year leading into Nixon’s closing the Gold Window), December 2006 the last decade</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>SINCE JANUARY OF</th>
<th>IN 10 YEARS SINCE DEC 2006</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1914 FRB</td>
<td>1933 FDR</td>
</tr>
<tr>
<td>CPI-U</td>
<td>-95.9%</td>
<td>-94.7%</td>
</tr>
<tr>
<td>GOLD</td>
<td>-98.2%</td>
<td>-98.2%</td>
</tr>
<tr>
<td>SHADOWSTATS CPI (1980 - BASED)</td>
<td>-99.2%</td>
<td>-98.9%</td>
</tr>
</tbody>
</table>

Sources: ShadowStats, BLS, FRB, Kitco, St. Louis Fed.

Table 1, here, shows various measures of the decline in the purchasing of the U.S. dollar for different periods ending with December 2016. Note that in the 10 years ended December 2016, the purchasing power of the U.S. dollar declined by 58.3%, based on the ShadowStats estimate of the historically-consistent CPI. The only measure that exceeded that decline (a relative positive from an investment standpoint) was the purchasing power of the dollar against physical gold. That means that dollars invested in gold actually gained in inflation adjusted terms, where dollars invested in silver or the Swiss franc still lost value, net of the ShadowStats inflation number, even though those measures did better than the headline CPI inflation.

This table shows the astonishing, and rapid decline, in how much your dollar will buy you.

Even if you are not a math wiz, the numbers alone, speak for themselves.

The most frightening aspect of this chart is the acceleration of the decline over the last 10 years or so. If the government is to be believed, the 16.4% fall would be bad enough – but as John says in his commentary – the real figure is 58.3%! This is approaching two-thirds - so each dollar you had in 2006 is now worth 30 cents.

As John points out, the only thing that countered this effect, and actually put you in a position where you were better off, was gold.
The Subject of Inflation is Both Complicated and Involved

As you can see, the subject of inflation is both complicated and involved. John has done an amazing job of re-evaluating the statistical information for us, and explaining in fine detail, the way in which these figures are manipulated.

The government reducing the headline inflation rate would, on the face of it, seem to make no sense. It is not until you look closely at the underlying reasons - then it becomes clear - this is a long-standing arrangement designed to obscure the incompetence and meddling of the Federal Bank and successive US governments (both Democrat and Republican) and prevent the right benefits going to those who need them.

Admittedly, it is difficult to sustain the continuity of the basket of goods on which the CPI (consumer price index) is calculated. Products change, technology and distribution methods change – and along with these changes the price of the goods changes too. What factors do you leave in; and what factors do you leave out, when calculating the difference? Does the true cost of a potato include the advertising and marketing spend promoting it?

These are the types of argument that have raged amongst economists since the recording of inflation statistics began.

One thing is clear through all of this - when inflation rises, gold rallies. What is more, it rises at a higher rate than other goods.

There are two clear stages to this. In the first - known as the hidden stage - the gold price rise is just based on the US dollar, because the inflation effect is not seen in other currencies yet.

As the currency continues to inflate, the gold price accelerates at a greater rate and the rally then affects the other currencies too. This, in turn, pushes the gold price even higher.

Inflation, it seems, will always be with us. If your income, and/or investments, do not keep up, or exceed, the real rate of inflation - you will be in financial trouble. Your standard of living will be unsustainable, and all the little niceties of life that you currently enjoy, will be just a memory of better times.

If that sounds familiar - you need to talk to us - now…

Many thanks for reading our report. We hope you enjoyed it - we like feedback - and would love to know what you thought of it.

If you have any questions - or comments - please leave them here.
THE BEST WAY TO PRESERVE AND GROW YOUR WEALTH

Your 401(k), IRA, or other retirement account may largely consist of stocks and bonds, but as we’ve just learned, the value of dollar-denominated assets are leaking value and are also highly risky as they can be printed away to oblivion on command.

That’s why many smart investors have been using a clever method to ensure they preserve and grow their wealth even when under the siege of true inflation.

You also can combat inflation by diversifying your risk away from paper assets such as stocks, and obtaining hard, tangible assets… And when looking at hard assets there is a very clear winner.

You want a hard asset that has a finite supply… An asset that has stood the test of time for centuries, has beaten the S&P by a long shot over the last 20 years, and is highly liquid and accepted in nearly all nations under all circumstances… Gold.

WHY NOW IS THE BEST TIME TO INVEST IN GOLD

Aside from the immediate benefits of investing in gold (such as diversification, liquidity, and tax-deferred growth), there are a number of reasons why right now is considered by many precious metals investors to be the absolute best opportunity to invest in gold.

Here are 3 reasons why the value of gold could rise significantly in coming years…

1. The likelihood of a long-term, substantial recessionary cycle is increasing with each year that we venture into this artificial bull market.

2. As the U.S. continues to accumulate debt, the U.S. dollar continues to remain under attack as the world’s preferred reserve currency.

3. As inflation continues to undermine the value of our dollars, typical inversely-correlated assets such as precious metals should rise in value.

In addition to these reasons, you should also take note that there is some evidence that governments like China and heavyweight investors such as Warren Buffet are buying precious metals at a rate we haven’t seen in recent past.
HOW AND WHY TO BUY GOLD IN AN IRA

Most investors we speak with are completely unaware that they can actually roll over their existing retirement account into a Self-Directed IRA and then use it to buy assets such as gold.

Yes, you can invest in gold using your IRA, and if you’re going to invest in gold, this is undeniably the best way to do it for the following reasons...

1. **This will allow for your investment to grow tax-deferred.**
2. **Your metals will be held in IRS-approved depositories until you take distributions.**
   
   When it’s time for you to take your distributions, you can have them liquidated to cash or have the metals shipped to you. This gives you an extra measure of control over how and when you are taxed, and let’s you continue to stay in the game should you speculate that the value of gold will continue to rise.

3. **You own the actual metals… This isn’t some stock that’s loosely tied to the value of gold, rather the physical gold you own is 100% yours.**
ABOUT NOBLE GOLD

At Noble Gold, our mission is to give our clients a safe and easy way to buy precious metals. We believe in friendliness, honesty and an in-depth knowledge and understanding of how to increase investment value for our clients.

Noble Gold is based on ensuring our client’s wealth preservation. We know the importance of owning tangible assets in a rocky economy. Based in Pasadena, California our firm views a balanced portfolio as the key to long-term investing and retirement. We are sure precious metals are the foundation of financial success.

Our expertise comes with over 20 years of dealing with bullion, coins, ingots and other forms of precious metal transactions. We not only serve our own customers, but also provide consultation services to financial agents, estate planning attorneys and certified public accountants regarding various aspects of precious metals.

We are especially known for our gold IRA rollover process and other methods of gold and silver transfers into retirement accounts. We have an excellent rapport with all our professional contacts, and can often put our clients in touch with other experts, in a variety of specialties.

ARE YOU READY TO PROTECT AND GROW YOUR WEALTH?

Now that you’ve learned about the government’s big inflation lie, it’s time to take action and protect your retirement like thousands of smart investors are doing every day.

When you contact our gold IRA experts, you’ll get a full rundown on the details of how a Gold IRA works and even be given the opportunity to get started today if you’d like. Just call the number below to speak with one of our gold IRA experts right now. Thank you!

CALL 877-646-5347

INFO@NOBLEIRA.COM | WWW.NOBLEGOLDINVESTMENTS.COM